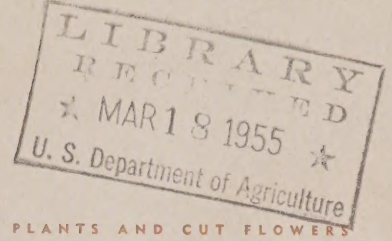


Gilbert H. Wild and Son

SARCOXIE, MISSOURI • PHONE 269 • WHOLESALE AND RETAIL • PLANTS AND CUT FLOWERS



Dear Customer-Friend:

As one of our long-standing friends and a "regular" on our mailing list, you know that our only contact in the past has been through our annual catalog or the literature enclosed in shipments to you. However, in the future, you will receive "special offer" mailings whenever our own good fortune permits us to pass savings along to you. The special bonus collections offered will be limited, and will present you an opportunity to purchase from our very finest, first quality stock of Peonies, Iris and Daylilies at substantial savings over regular catalog prices. As such, these offers will be made only through these individual mailings to established customers. We feel sure that you will be quick to take advantage of this chance to add to your present garden stock of beautiful perennials.

We're starting these "special offer" mailings with what we sincerely believe is our finest Peony bargain ever . . . your choice of two beautiful collections at savings of from 50% to nearly 60% off regular catalog prices. Off-season handling is partially responsible for our being able to make this wonderful offer but, mostly, the savings were made possible by our new million-gallon-per-day irrigation system. It was used for a full season in 1954 and, even with our years and years of experience, it still surprised us with the abundance of new plant growth it produced.

Because we can control both temperature and humidity in our special cold storage building, we set aside part of the bumper "crop" of Peonies and stored them over the winter so they would be perfect for spring planting. We had tried this last year with very good success. Now we can offer these top quality plants at unbelievable low prices. What's more, we even guarantee that, properly planted, and with favorable weather, 80% to 90% will bloom this spring (1955) and, 100% should bloom beautifully and profusely in the spring of 1956 and each spring thereafter!

You can take advantage of this opportunity by filling out and mailing the enclosed order form envelope right away. This is an honest bargain, honestly stated; one that will save you a great deal of money while filling your garden with a fine variety of healthy, hardy, heavy-blooming and beautiful Peonies direct from "the Peony Capitol of the World."

Best wishes for a beautiful spring and success with your 1955 garden.

Cordially,

GILBERT H. WILD & SON

Allen J. Wild
Allen J. Wild

